

**EXPRESS MAIL LABEL NO.: EV343425955US**

**COMPETITIVE PRODUCT PRICING USING SIMULATED ORDERS**

**ABSTRACT OF THE DISCLOSURE**

A system, method and computer readable medium for pricing products  
5 and/or services on a web site is disclosed. The method on a web site includes  
offering a product and/or service for sale on a first web site, wherein the product  
and/or service is available for purchase in a plurality of configurations. The  
method further includes determining on a second web site a price for each of the  
10 plurality of configurations of the product and/or service and calculating a price for  
each of the plurality of configurations of the product and/or service based on the  
prices determined from the second web site and at least one price factor. The  
method further includes offering each of the plurality of configurations of the  
product and/or service for sale on the first web site for the calculated prices.

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